

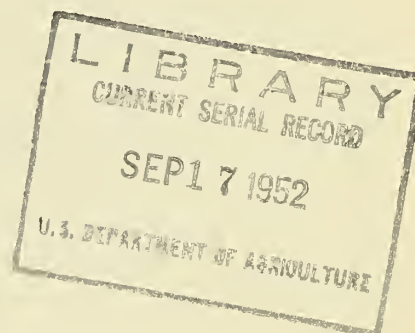
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
IN
JULY 1952

United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration



Washington 25, D. C.
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Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during July 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act (RMA Title II).

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
JULY 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders purchased the equivalent of 5,623,000 boxes of oranges during July 1952 in the form of fresh oranges, frozen concentrated orange juice, and canned single strength orange juice, a total 27 percent more than in the same month a year earlier. Purchases of frozen concentrated orange juice accounted for more than half--53 percent--of the total during the month, fresh oranges 27 percent, and canned single strength juice 20 percent. During the corresponding month of 1951, fresh oranges represented 39 percent of the total, and frozen concentrated orange juice only 31 percent, and canned single strength orange juice 30 percent. Prices: Average prices consumers paid for fresh oranges and canned single strength orange juice were relatively unchanged from a year earlier but the average paid for frozen concentrated orange juice was about 28 percent lower.

July purchases of fresh grapefruit, frozen concentrated grapefruit juice, and canned single strength grapefruit juice by households were equivalent to 1,541,000 boxes of fresh fruit, a decrease of 13 percent, compared with the corresponding month last year. Fresh grapefruit purchases were about one-fifth less than a year ago and those of canned single strength juice, fresh equivalent basis, decreased by about 12 percent. Average prices consumers paid for canned single strength and frozen concentrated grapefruit juice were moderately lower than in July 1951, while the average for fresh grapefruit was somewhat higher.

Household purchases of lemons, bottled and canned lemon juice, frozen and shelf-pack lemonade bases during July were equivalent to 1,223,000 boxes of lemons. Purchases of each of these products were larger in July than those reported for any other month for which household purchase data are available. Purchases of lemon juice were more than double those of July last year, while purchases of lemonade bases were more than $2\frac{1}{2}$ times larger.

Householders purchased 37 percent more dried prunes during July 1952 than in the same month a year earlier and about 13 percent more dates. Dried apricot purchases totaled about 261 tons. Prices households paid for dried prunes averaged 24.1 cents per pound and those for dried apricots 64 cents per pound. Prices paid for domestic dates--27.9 cents per pound--were somewhat lower than a year earlier, and those for imported dates--46.7 cents--somewhat higher.

FROZEN JUICES AND ADE BASES

Purchases of frozen concentrated orange juice by householders increased to a record of 3,970,000 gallons during July 1952, more than double the amount bought during the corresponding month last year and an increase of 4 percent over purchases during the preceding month (fig. 4).

On a fresh equivalent basis, frozen concentrated orange juice purchases by householders, during July, were nearly double those of fresh oranges and were $2\frac{1}{2}$ times larger than purchases of canned single strength juice (fig. 1). Should purchases of frozen concentrated orange juice continue at the present rate, total household purchases for the season, on a fresh equivalent basis, probably will exceed those of fresh oranges. This will be the first season in which more oranges were marketed in the form of frozen concentrated juice than as fresh fruit,

Prices paid by consumers for frozen concentrated orange juice averaged 15.6 cents per 6-ounce can during the month, slightly higher than in June but substantially below the 21.8 cents paid in July last year. A record of 28.5 percent of all families purchased frozen concentrated orange juice during the month, compared with 26.7 percent in June (table 1). This was considerably above the 18.9 percent purchasing in July a year earlier.

For the season to date, October 1951-July 1952, household purchases of frozen concentrated orange juice totaled approximately 34,800,000 gallons, 80 percent more than in the same period a year ago. For the period January-July 1952 purchases totaled about 26,300,000 gallons, exceeding those of the same period of 1951 by 93 percent.

Householders bought 339,000 gallons of shelf-pack (nonfrozen) orange-ade base during July 1952 at an average price of 14.8 cents per 6-ounce can (table 1). Prices were almost unchanged from the preceding month, as well as the percent of families buying—4.8 percent.

Frozen lemonade base purchases increased sharply during July, amounting to 1,379,000 gallons, 73 percent more than in June. Household purchases were about one-third as large as those of frozen concentrated orange juice during July. Householders paid an average of 15.9 cents per 6-ounce can of frozen lemonade base, slightly more than in the preceding month (table 1). Buying families purchased an average of 4.4 cans during July, compared with 3.6 cans in June. About one out of seven families bought frozen lemonade base during July, a marked increase over the one out of ten purchasing in the previous month.

In July, household purchases of shelf-pack (nonfrozen) lemonade base totaled 170,000 gallons, an increase of 29 percent over the preceding month. Purchases were made at an average price of 13.7 cents per 6-ounce can, slightly higher than in June (table 1). Families buying during the month purchased an average of $2\frac{2}{3}$ cans per family. Although only 3.1 percent of all families bought shelf-pack lemonade base, compared with the 14.5 percent that bought frozen lemonade base, this represented an increase compared with preceding months.

CANNED JUICES

During July 1952, householders bought a total of 7,608,000 cases (equivalent No. 2 cans) of canned single strength juices, about 8 percent more than in the same month a year ago (table 2). This increase was the result of larger purchases of all canned single strength juices except orange, grapefruit, tangerine, and apple juices.

During July 1952, consumers bought 1,540,000 cases (equivalent No. 2 cans) of canned single strength orange juice, 13 percent less than in July a year ago (fig. 5). For the season to date (October 1951-July 1952), however, household purchases of canned single strength orange juice were one-fourth larger than during these months a year earlier. Consumers paid an average price of 27 cents per 46-ounce can for orange juice during July, about 2 cents more than in the preceding month but 1 cent less than in July a year ago.

Consumers bought 1,075,000 cases (equivalent No. 2 cans) of grapefruit juice during July, slightly less than in the preceding month and 10 percent less than in July 1951 (fig. 5). They paid an average of 22 cents per 46-ounce can for grapefruit juice during July, 1 cent more than in the preceding month, but about 2 cents less than in July a year ago. For the season to date (October 1951-July 1952), household purchases of grapefruit juice were about equal to those in corresponding months a year earlier.

Householders reported purchasing 524,000 cases (equivalent No. 2 cans) of orange-grapefruit blended juice during July, somewhat more than in the preceding month or July 1951 (fig. 5). Prices paid averaged 25 cents per 46-ounce can, practically unchanged from June but about 3 cents per can less than in July last year.

Household purchases of bottled and canned lemon juice during July 1952 were equivalent to 212,000 cases of No. 2 cans. This volume was more than twice the quantity purchased during July a year ago and represented an increase of 55 percent over the preceding month (table 2). Purchases in July were the largest reported for any month in this series. Consumers paid an average of 10.1 cents per 5 $\frac{1}{2}$ -ounce can for lemon juice during July, slightly more than in June but somewhat less than in July last year. For the period of October 1951-July 1952, household purchases of lemon juice exceeded those of the same months a year earlier by almost two-fifths.

Householders reported buying 1,120,000 cases (equivalent No. 2 cans) of pineapple juice during July. While this volume was 18 percent larger than that purchased in July 1951, it represented a decline of 13 percent, compared with the preceding month and was the smallest volume purchased during any month since October 1951, when the substantial increase in the level of household purchases began. Prices paid averaged about 29 cents per 46-ounce can, practically the same as in the preceding month but 5 cents less than in July last year (table 2).

Consumers bought 1,610,000 cases (equivalent No. 2 cans) of tomato juice during July, almost the same quantity as in June but 37 percent more than in July last year (table 2). This was the largest volume of any of the canned single strength juices purchased during the month. Consumers paid an average of about 27 cents per 46-ounce can for tomato juice during July, relatively unchanged from the average of the preceding month or July 1951.

Consumers reported buying the equivalent of 363,000 cases of No. 2 cans of prune juice during July, the same as in June but 18 percent, more than in July last year (fig. 9). Prices paid averaged 32 cents per 32-ounce bottle, almost the same as in the preceding month and in July last year.

FRESH CITRUS FRUIT

Householders purchased a total of 1,530,000 boxes of fresh oranges during July 1952 (fig. 1). This represented a decline of 30 percent compared with the preceding month, reflecting the end of the Florida fresh marketing season. Compared with July a year ago, the decline of 13 percent in household purchases of fresh oranges was accounted for primarily by smaller purchases of California-Arizona oranges. For the months of October 1951-July 1952, total fresh orange purchases by households were slightly smaller than in the corresponding months a year earlier. Purchases of California-Arizona oranges during this period were down 12 percent while purchases of Florida oranges were up 14 percent (fig 6).

Householders bought 884,000 boxes of California-Arizona oranges during July, slightly more than in June but 21 percent less than in July last year. The average of prices paid by households for California-Arizona oranges during July--about 40 cents per dozen--was almost unchanged from the average paid in the preceding month or July a year ago. About 20 percent of all families purchased California-Arizona oranges during July, compared with 25 percent a year earlier (table 3).

Purchases of Florida oranges by households during July amounted to 392,000 boxes, relatively unchanged from July a year ago. Consumers paid an average of almost 45 cents per dozen for Florida oranges during July, a substantial increase from the average of 38 cents in June but about the same as in July 1951 (fig. 6). About 8 percent of all families purchased Florida oranges in July, approximately the same proportion as a year ago.

Household purchases of fresh grapefruit during July amounted to 363,000 boxes compared with 455,000 boxes during July last year (fig. 7). This decline was accounted for by smaller purchases of both California-Arizona and Florida grapefruit. Prices paid averaged \$1.05 per dozen, about 7 cents higher than a year ago, and 14 cents higher than in the preceding month. For the months of October 1951-July 1952, purchases of grapefruit by households totaled almost 10 percent more than in the same period a year earlier.

Consumers reported buying 598,000 boxes of fresh lemons during July. This volume slightly exceeded that of July a year ago and represented the largest quantity purchased during any month of this series (fig 8). This record occurred at the same time that household purchases of canned lemon juice and lemonade bases were also at record levels.

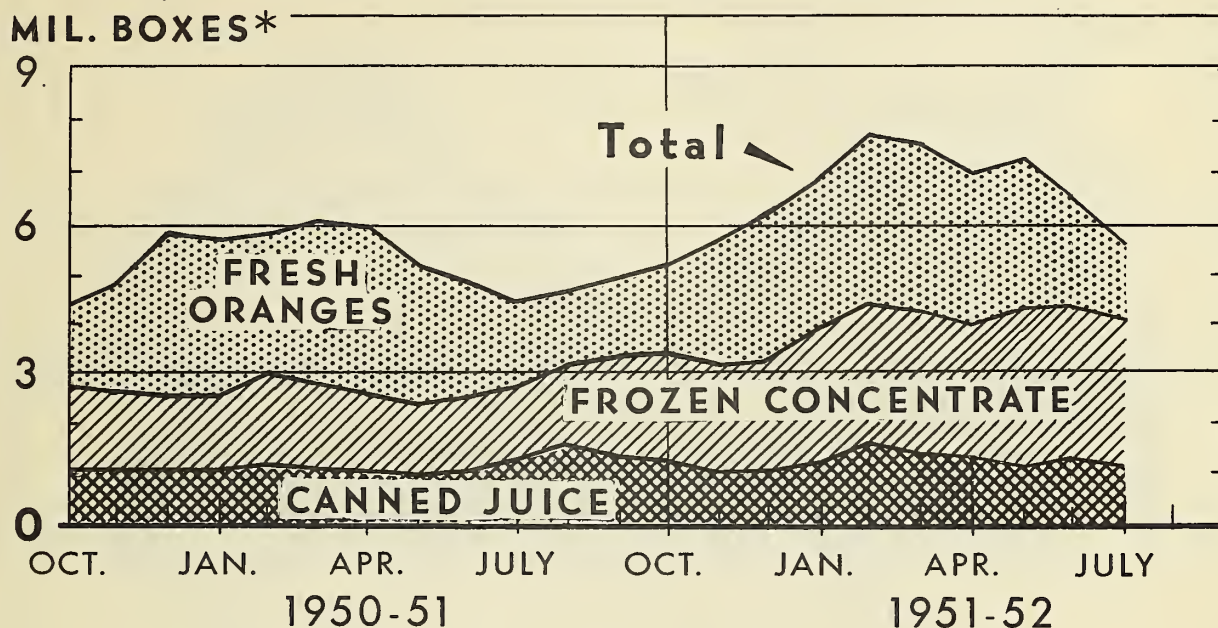
DRIED FRUIT

Householders purchased 37 percent more dried prunes during July 1952 than in the same month of 1951 but only 5 percent more than in July 1950 (fig. 9). Purchases of 3,692 tons during the month were made at an average price of 24.1 cents per pound, 3 cents per pound less than a year earlier but slightly above the average during this month 2 years ago. The increase in purchases, compared with a year earlier was the result of more families buying dried prunes and larger purchases per buying family. During the month, 8.4 percent of all families bought dried prunes, compared with 6.9 percent in July last year (table 4). This represented an increase of about one-fifth in the number of families that made purchases. For the period October 1951-July 1952, consumer purchases totaled about 10 percent more than in the corresponding period a year earlier.

Purchases of dates by householders amounted to about 547 tons during July, an increase of about 13 percent over the quantity bought during July last year. Purchases of domestic dates--totaling about 238 tons--were almost unchanged from a year ago while those of imported dates--approximately 271 tons--were nearly one-third larger (fig. 10) The remainder was not identified as to origin. Prices consumers paid for domestic and imported dates, 27.9 cents and 46.7 cents per pound, respectively, were relatively unchanged from the preceding month. Only about 2.5 percent of all families bought dates during July (table 4). Compared with the same period a year ago, household purchases of domestic dates during October 1951-July 1952 increased about 41 percent and those of imported dates, 7 percent.

About 261 tons of dried apricots were purchased by householders during July at an average price of 64 cents per pound (table 4).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

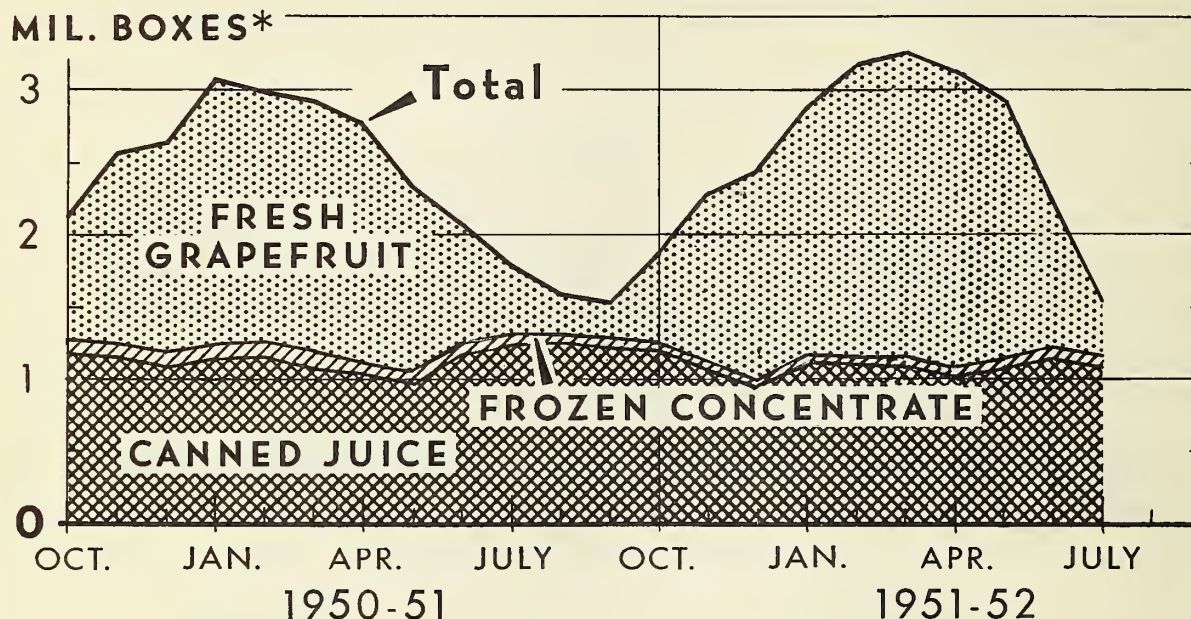
Period	Fresh oranges		Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,824	1,686	2,043	1,605	1,312	1,068	5,179	4,359
December	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
October-December 3/	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
January	8,202	7,985	6,676	4,938	3,649	3,464	18,527	16,387
February	3,101	3,216	2,551	1,463	1,289	1,050	6,941	5,729
March	3,275	3,083	2,790	1,619	1,607	1,141	7,672	5,843
October-March 3/	3,301	3,375	2,752	1,600	1,399	1,119	7,452	6,094
April	18,775	18,498	15,463	10,044	8,358	7,058	42,596	35,600
May	3,103	3,401	2,628	1,546	1,310	1,043	7,041	5,990
June	2,846	2,796	2,993	1,440	1,168	944	7,007	5,180
October-June 3/	2,174	2,296	3,001	1,444	1,295	1,013	6,470	4,753
July	27,451	27,632	24,732	14,841	12,421	10,284	64,604	52,757
August	1,530	1,749	2,960	1,383	1,133	1,306	5,623	4,438
September		1,478		1,573		1,570		4,621
Season 3/		1,656		1,929		1,361		4,946
		32,955		20,142		14,892		67,989

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

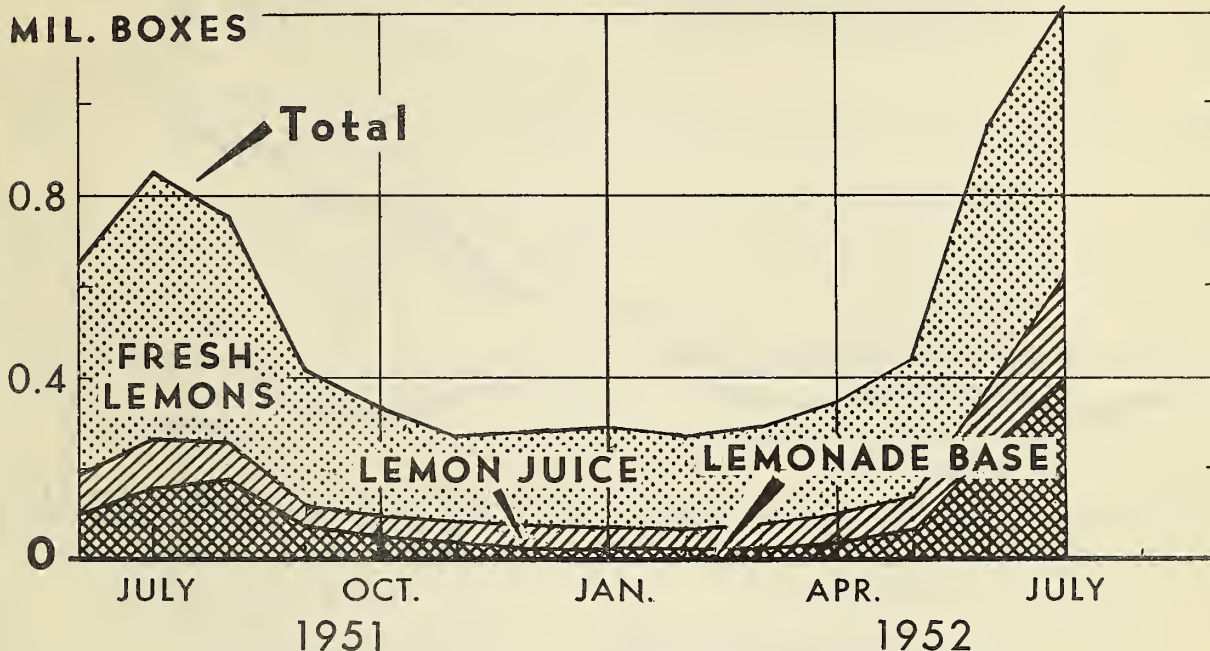
Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single- strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	606	830	66	105	1,201	1,181	1,873	2,116
December	1,182	1,319	57	98	1,055	1,151	2,294	2,568
October-December 3/	1,453	1,425	57	102	934	1,096	2,444	2,623
January	3,638	3,925	200	335	3,478	3,756	7,316	8,016
February	1,732	1,810	58	101	1,110	1,139	2,900	3,050
March	2,033	1,709	57	107	1,099	1,152	3,189	2,968
October-March 3/	2,113	1,713	62	125	1,082	1,081	3,257	2,919
April	10,026	9,687	386	698	7,056	7,431	17,468	17,816
May	2,061	1,660	54	87	1,018	1,017	3,133	2,764
June	1,760	1,263	66	82	1,083	969	2,909	2,314
October-June 3/	986	804	82	94	1,133	1,155	2,201	2,053
July	15,147	13,687	610	989	10,534	10,847	26,291	25,523
August	363	455	91	84	1,087	1,232	1,541	1,771
September		267		70		1,247		1,584
Season 3/		246		73		1,217		1,536
		14,745		1,236		14,873		30,854

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, June 1951 to date

Period	Fresh lemons		Lemon juice 1/		Lemonade bases				Total 3/	
					Frozen		Total 2/			
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	236	236	47	36	40	4/	45	4/	328	272
November	192	201	47	33	27	4/	31	4/	270	234
December	209	204	48	37	19	4/	22	4/	279	241
October-December 5/	683	691	160	112	92	4/	106	4/	949	803
January	206	193	53	43	22	4/	24	4/	283	236
February	202	200	45	47	18	4/	23	4/	270	247
March	218	224	51	38	21	4/	25	4/	294	262
October-March 5/	1,369	1,365	318	255	156	4/	182	4/	1,869	1,620
April	251	246	60	50	33	4/	38	4/	349	296
May	308	314	72	66	55	4/	65	4/	445	380
June	577	466	144	90	205	75	239	91	960	647
October-June 5/	2,589	2,508	615	481	469	4/	547	4/	3,751	2,989
July	598	584	225	108	356	129	400	156	1,223	848
August		497		85		148		171		753
September		300		47		55		66		413
Season 5/		4,014		748		4/		4/		4,762

1/ Prior to October 1951 includes canned single strength lemon juice only. Beginning with October 1951 includes, in addition, small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

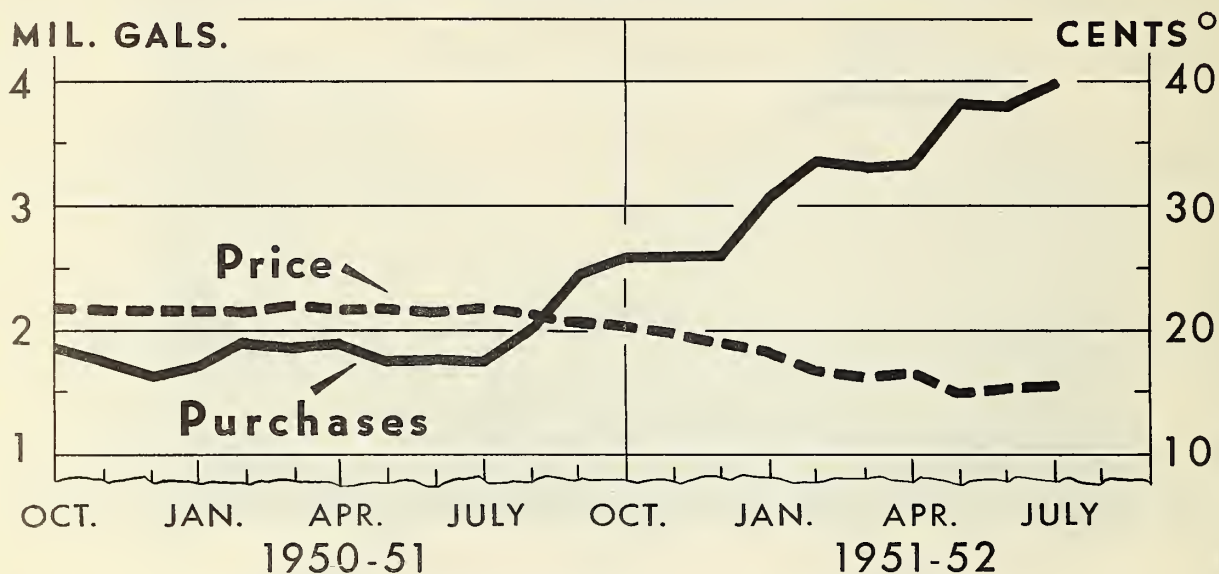
3/ Totals prior to June 1951 do not include lemonade bases or frozen lemon juice.

4/ Not available prior to June 1951.

5/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

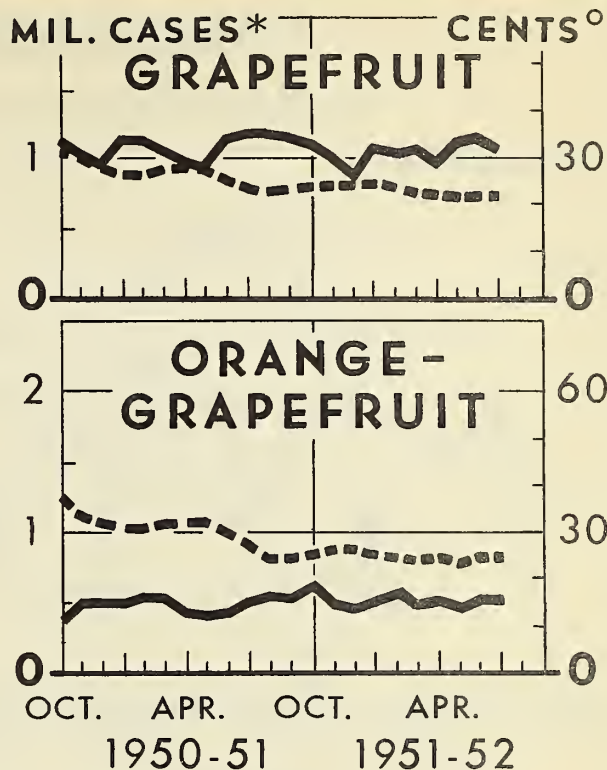
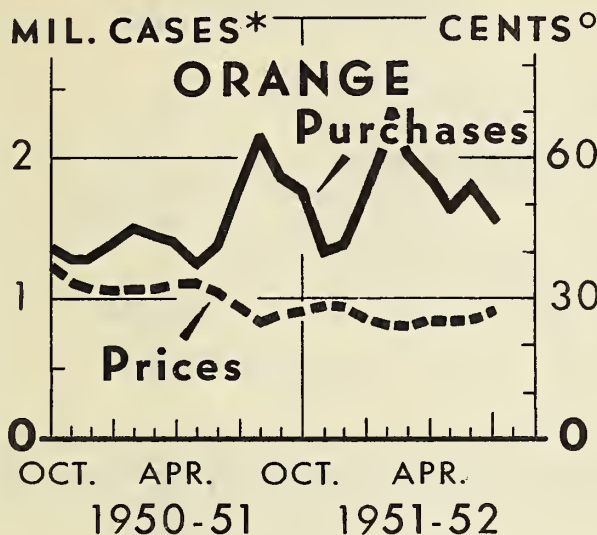
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/	8,528	5,747		
January	3,060	1,716	18.2	21.6
February	3,358	1,917	16.7	21.5
March	3,311	1,872	16.3	22.1
October-March 1/	19,096	11,752		
April	3,350	1,892	16.5	21.9
May	3,812	1,768	14.8	21.9
June	3,811	1,775	15.3	21.6
October-June 1/	30,893	17,635		
July	3,970	1,756	15.6	21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24#2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5. —Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

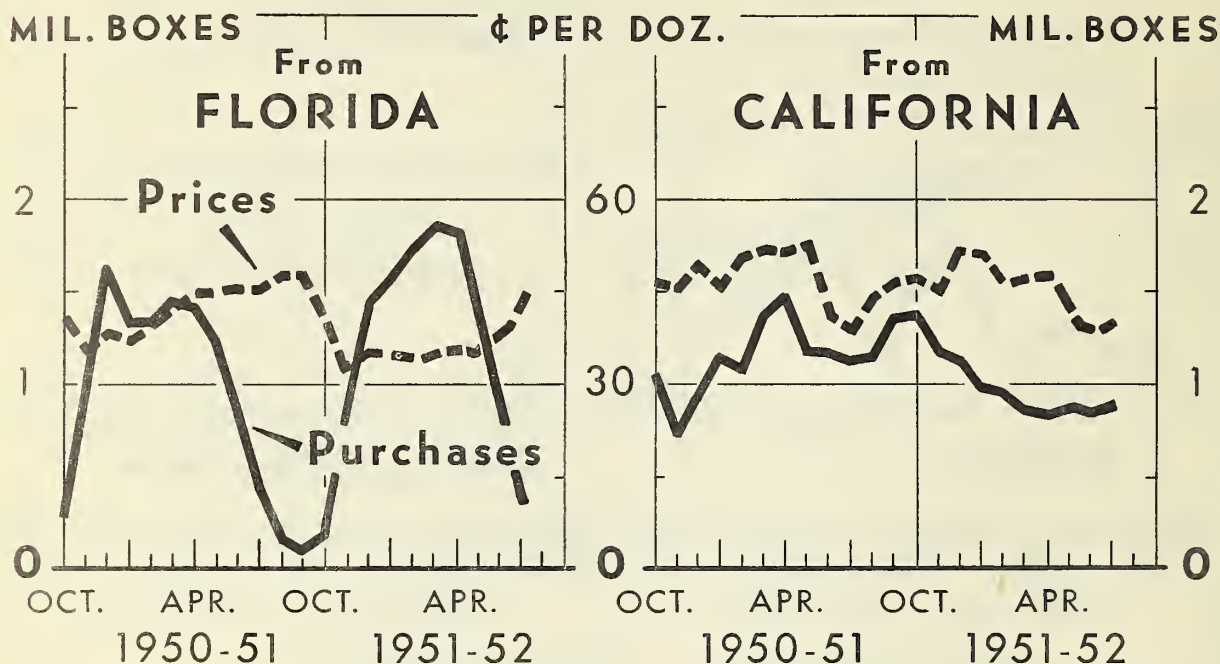
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 cases	1,000 cases	1/	Cents	1,000 cases	1,000 cases	1/	Cents	1,000 cases	1,000 cases	1/	Cents
October	1,728	1,357		26.7	1,099	1,117		23.1	611	364		25.0
November	1,325	1,284		28.3	996	1,022		23.7	477	489		26.2
December	1,377	1,272		28.2	868	956		23.8	448	499		25.8
October-December 2/	4,830	4,248			3,240	3,390			1,656	1,485		
January	1,812	1,368		26.6	1,068	1,138		24.0	528	499		25.3
February	2,309	1,480		24.6	1,041	1,135		23.1	557	536		24.4
March	2,016	1,456		24.4	1,062	1,049		22.2	474	537		23.4
October-March 2/	11,570	8,931			6,692	7,012			3,343	3,193		
April	1,817	1,403		24.9	988	975		21.9	506	429		24.0
May	1,615	1,261		25.1	1,091	931		21.2	460	405		23.7
June	1,790	1,358		25.3	1,126	1,138		21.2	511	426		24.5
October-June 2/	17,191	13,251			10,136	10,325			4,937	4,557		
July	1,540	1,775		27.1	1,075	1,192		22.1	524	499		24.9
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

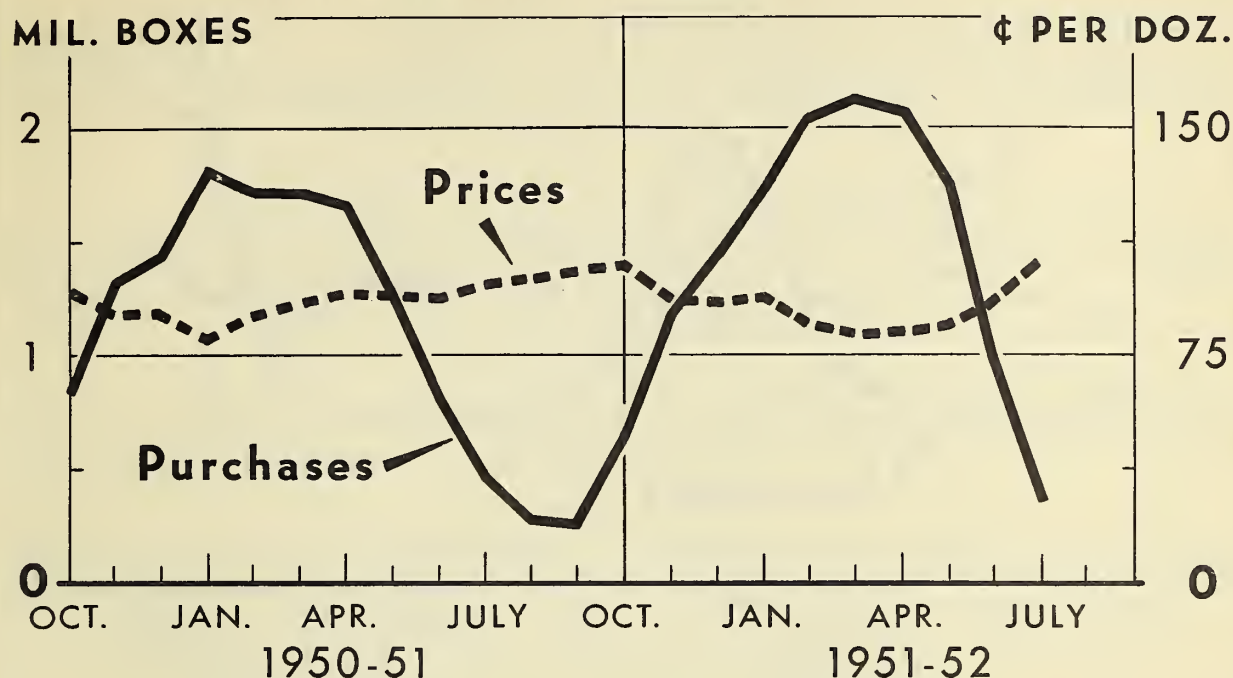
Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000	1,000			1,000	1,000		
	<u>boxes</u>	<u>boxes</u>	<u>Cents</u>	<u>Cents</u>	<u>boxes</u>	<u>boxes</u>	<u>Cents</u>	<u>Cents</u>
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December	1,468	1,640	34.8	38.3	1,116	938	50.8	49.4
October-December 1/	2,921	3,247			3,874	2,865		
January	1,565	1,333	34.6	36.8	974	1,152	50.5	45.9
February	1,735	1,327	34.0	39.4	956	1,074	46.5	50.7
March	1,869	1,451	34.8	42.1	862	1,370	46.6	52.1
October-March 1/	8,572	7,713			6,917	6,797		
April	1,809	1,412	35.3	44.6	826	1,472	47.2	51.8
May	1,521	1,243	35.2	45.1	885	1,171	42.2	52.3
June	969	830	38.0	45.7	826	1,160	38.7	41.0
October-June 1/	13,155	11,458			9,632	10,859		
July	392	408	44.6	44.8	884	1,123	39.8	38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

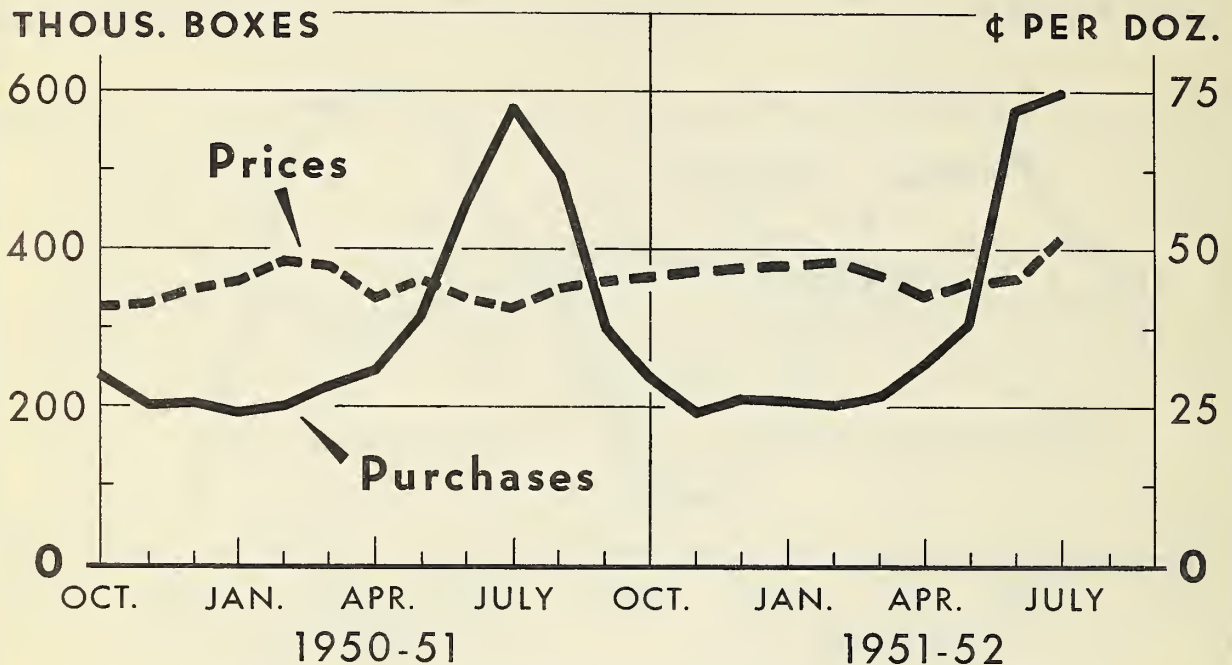
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/	3,638	3,925		
January	1,732	1,810	90.7	80.6
February	2,033	1,709	84.1	87.3
March	2,113	1,713	81.8	91.8
October-March 1/	10,026	9,687		
April	2,061	1,660	83.0	94.0
May	1,760	1,263	84.4	94.3
June	986	804	90.9	93.7
October-June 1/	15,147	13,687		
July	363	455	105.4	97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

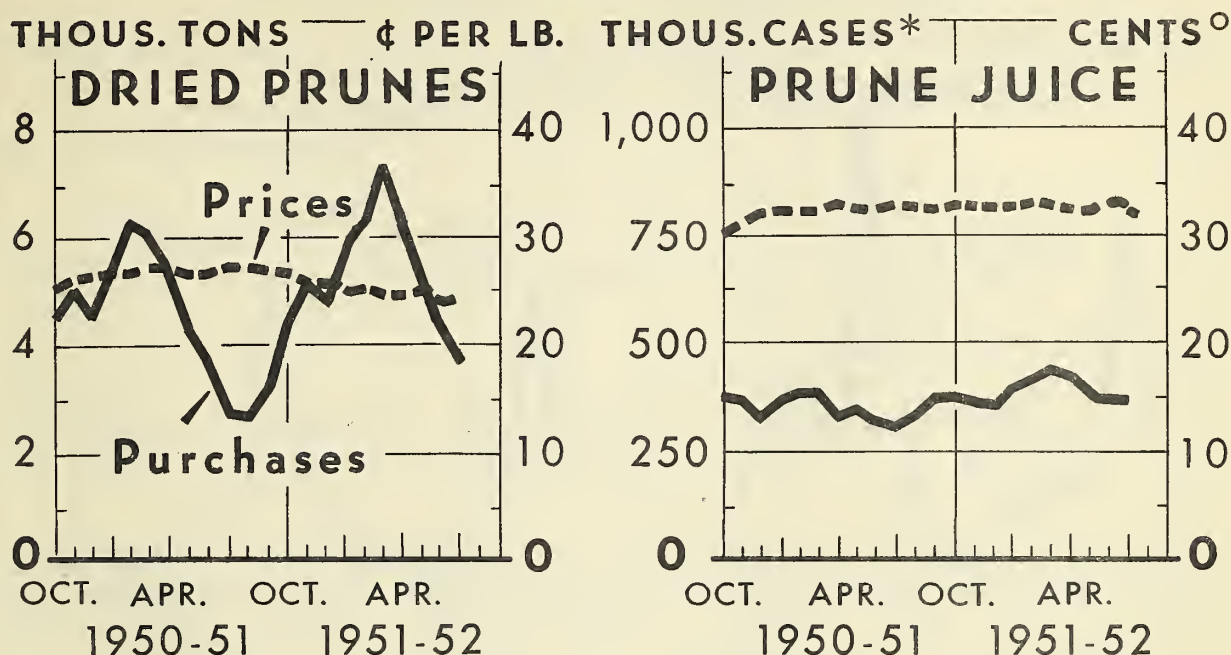
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October -December ^{1/}	683	691		
January	206	193	47.4	44.8
February	202	200	47.8	48.1
March	218	224	45.9	46.9
October-March ^{1/}	1,369	1,365		
April	251	246	42.9	42.3
May	308	314	44.2	44.5
June	577	466	45.6	41.8
October-June ^{1/}	2,589	2,508		
July	598	584	51.5	40.4
August		497		43.5
September		300		45.0
Season ^{1/}		4,014		

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's ^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

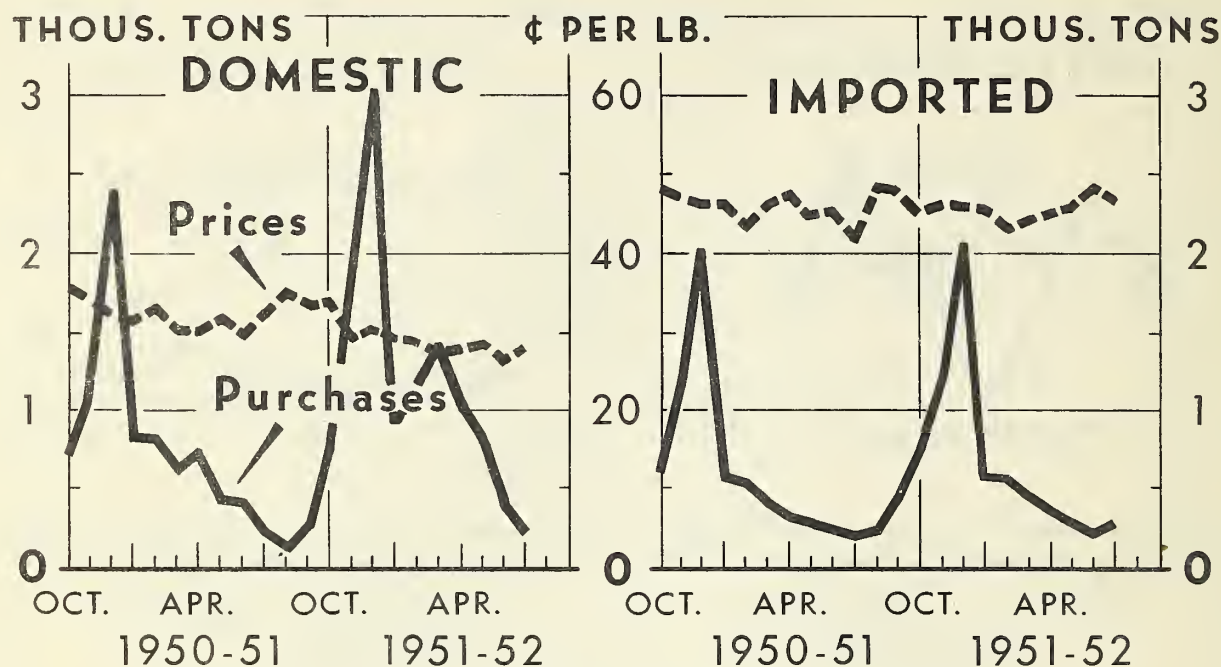
Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
			per pound				per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,541	25.4	26.4	357	328	32.5	32.0
October-December 2/	15,871	15,625			1,220	1,189		
January	5,884	5,364	25.0	26.6	396	368	32.3	32.2
February	6,292	6,318	25.1	26.7	415	387	32.9	32.3
March	7,276	6,075	24.5	27.1	435	386	32.5	32.4
October-March 2/	37,068	35,037			2,578	2,439		
April	6,110	5,405	24.5	27.1	417	334	32.2	32.9
May	5,112	4,304	24.7	26.7	379	354	32.1	32.6
June	4,351	3,667	23.7	26.8	363	324	32.3	32.4
October-June 2/	53,786	49,393			3,837	3,528		
July	3,692	2,686	24.1	27.2	363	307	31.8	32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,041	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December 1/	6,251	4,643			4,456	4,153		
January	939	815	29.3	31.7	559	562	46.0	46.6
February	1,086	824	28.9	32.8	555	537	43.3	43.6
March	1,407	625	27.3	30.3	446	410	44.3	46.4
October-March 1/	9,917	7,077			6,146	5,805		
April	1,072	725	27.9	30.0	362	315	45.2	47.7
May	814	428	28.5	31.7	288	284	46.1	45.0
June	408	413	26.2	29.7	216	240	48.0	45.5
October-June 1/	12,331	8,714			7,105	6,695		
July	238	226	27.9	32.7	271	209	46.7	41.9
August		133		35.2		237		48.7
September		263		33.6		441		48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices, ade bases, and single strength ades:
U. S. total consumer purchases, percentage of families buying,
and average prices, July 1952 and comparisons 1/

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
<u>Frozen concentrated juices</u>			
Orange juice			
July 1952	3,970	28.5	15.6
June 1952	3,811	26.7	15.3
July 1951	1,756	18.9	21.8
Grape juice			
July 1952	303	5.7	21.7
June 1952	249	4.7	22.1
July 1951	186	4.3	22.1
Total 2/			
July 1952	4,469	30.4	
June 1952	4,287	28.4	
July 1951	2,143	20.7	
<u>Ade bases</u>			
Frozen			
Lemonade base			
July 1952	1,379	14.5	15.9
June 1952	795	10.6	15.4
Shelf pack			
Lemonade base			
July 1952	170	3.1	13.7
June 1952	132	2.5	13.3
Orangeade base			
July 1952	339	4.8	14.8
June 1952	402	4.8	14.9
April 1952	268	2.8	14.7
<u>Single strength ades</u>			
Orangeade			
July 1952	423	3.8	26.2
June 1952	350	3.4	26.6
April 1952	224	1.9	27.1

1/ Each month represents a 4-week period.

2/ Total includes purchases of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

3/ Equivalent cases of No. 2 cans, 432 ounces per case.

4/ Average price per 46-ounce can.

Source: National Consumer panel of Market Research Corporation of America.

Table 2.--Canned juices: U. S. Total consumer purchases, percentage of families buying, and average prices, July 1952, June 1952, and July 1951 ^{1/}

Commodity	Consumer purchases: cases of 24 No. 2's <u>1,000 cases</u>	Percentage of families buying <u>Percent</u>	Average price per 46-oz can 2/ <u>Cents</u>
Orange			
July 1952	1,540	15.4	27.1
June 1952	1,790	16.3	25.3
July 1951	1,775	16.8	28.1
Grapefruit			
July 1952	1,075	10.4	22.1
June 1952	1,126	10.6	21.2
July 1951	1,192	12.3	23.8
Orange-grapefruit blend			
July 1952	524	5.6	24.9
June 1952	511	5.5	24.5
July 1951	499	6.1	27.7
Lemon			
July 1952	212	9.1	10.1
June 1952	137	6.7	9.7
July 1951	103	5.7	10.4
Tomato			
July 1952	1,610	19.0	27.2
June 1952	1,690	20.0	26.9
July 1951	1,176	16.1	28.7
Pineapple			
July 1952	1,120	14.3	29.3
June 1952	1,293	16.3	29.1
July 1951	951	14.0	34.5
Prune			
July 1952	363	5.4	31.8
June 1952	363	5.2	32.3
July 1951	307	5.6	32.7
Total ^{3/}			
July 1952	7,608	54.9	
June 1952	8,112	54.6	
July 1951	7,046	52.2	

^{1/} Each month represents a 4-week period.

^{2/} Except lemon juice, 5¹/₂-ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other single strength juice.

Source: National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, July 1952, June 1952, and July 1951 ^{1/}

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying Percent	Average price per dozen Cents
Oranges			
California-Arizona			
July 1952	884	20.2	39.8
June 1952	826	18.9	38.7
July 1951	1,123	25.0	38.6
Florida			
July 1952	392	8.3	44.6
June 1952	969	15.8	38.0
July 1951	408	8.1	44.8
Total 2/			
July 1952	1,530	30.9	41.3
June 1952	2,174	37.5	38.7
July 1951	1,749	34.4	40.2
Grapefruit			
California-Arizona			
July 1952	111	3.8	102.4
June 1952	162	3.2	82.0
July 1951	156	4.1	88.6
Florida			
July 1952	124	3.3	109.5
June 1952	461	9.6	93.7
July 1951	151	4.1	104.6
Total 3/			
July 1952	363	9.0	105.4
June 1952	986	19.2	90.9
July 1951	455	11.5	97.8
Lemons			
July 1952	598	36.3	51.5
June 1952	577	34.9	45.6
July 1951	584	38.2	40.4

1/ Each month represents a 4-week period.

2/ Includes purchases of Texas oranges and those which were not identified as to origin.

3/ Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Market Research Corporation of America.

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, July 1952, June 1952 and July 1951 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	<u>Tons</u>	<u>Percent</u>	<u>Cents</u>
Apricots			
July 1952	261	1.2	63.6
June 1952	352	1.7	60.9
July 1951	392	1.5	44.7
Dates			
Domestic			
July 1952	238	.8	27.9
June 1952	408	1.2	26.2
July 1951	226	.8	32.7
Imported			
July 1952	271	1.6	46.7
June 1952	216	1.4	48.0
July 1951	209	1.4	41.9
Total <u>2/</u>			
July 1952	547	2.5	37.1
June 1952	644	2.6	33.6
July 1951	482	2.4	36.8
Peaches <u>3/</u>	-	-	-
Prunes			
July 1952	3,692	8.4	24.1
June 1952	4,351	9.3	23.7
July 1951	2,686	6.9	27.2

1/ Each month represents a 4-week period.

2/ Includes purchases of dates which were not identified by origin.

3/ Too few purchases reported for analysis.

Source: National Consumer Panel of Market Research Corporation of America.

Table 5.--Canned single strength juices and ades: U. S. total consumer purchases and average prices, July 1952 (4-week period)

Commodity	Purchases					Average prices		
	Percentage of all:		Average per		Size	Per actual		Per equivalent
	families buying:	Total all families	buying	family:		unit	Cents	No. 2 cans
	Percent	1,000 cases	1/	Number	Ounces			
Canned juices								
Orange	15.4	1,540		1.7	60.4	46 oz.	27.1	11.1
Grapefruit	10.4	1,075		1.6	65.7	46 oz.	22.1	9.0
Orange & gft. blend	5.6	524		1.6	57.8	46 oz.	24.9	10.0
Tangerine	1.2	90		1.3	54.2	46 oz.	23.8	10.4
Lemon	9.1	212		1.4	15.8	5 1/2-6oz.	10.1	34.6
Apple	3.9	256		1.5	41.5	32 oz.	23.3	12.5
Grape	7.0	281		1.3	28.8	32 oz.	35.8	24.2
Pineapple	14.3	1,120		1.5	50.1	46 oz.	29.3	12.0
Prune	5.4	363		1.7	35.9	32 oz.	31.8	18.2
Tomato	19.0	1,610		1.7	49.0	46 oz.	27.2	11.6
Vegetable combination	3.1	175		1.4	38.8	46 oz.	39.4	16.4
Other juices	2/	362		2/	39.7	46 oz.	36.5	16.4
Total	54.9	7,608		2.8	47.5			12.8
Canned ades								
Orangeade	3.8	423		1.7	64.4	46 oz.	26.2	10.5

1/ Equivalent cases of No. 2 cans; 432 ounces per case.
2/ Information not available.

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, July 1952 (4-week period)

Commodity	Purchases			Average prices	
	Percent	Total all families buying : 1,000 gallons	Average per family: buying family: Number	Size of average purchases : Ounces	per actual unit : Cents
<u>Frozen concentrated juices:</u>					
Orange	28.5	3,970	2.4	16.0	15.6
Grape	5.7	303	1.4	10.2	21.7
Grapefruit 1/	-	-	-	-	-
Orange & grapefruit blend 1/	-	-	-	-	-
Other concentrates	2/	78	2/	13.7	15.8
Total	30.4	4,469	2.7	15.2	
<u>Ade bases</u>					
Lemonade					
Frozen	14.5	1,379	1.9	14.0	15.9

1/ Too few purchases reported for analysis. Purchases are included in total.
2/ Information not available.

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.-- Fresh citrus fruit: U. S. total consumer purchases and average prices, July 1952 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of all families buying	Total	Average per buying family	Size of average purchase	
	Percent	1,000 boxes	Number	Units	
Orange					
California-Arizona	20.2	884	1.9	12.5	39.8
Florida	8.3	392	1.9	11.4	44.6
Texas 1/	-	-	-	-	-
Unidentified	7.3	242	1.5	11.2	42.1
Total	30.9	1,530 2/	2.1	12.0	41.3
Grapefruit					
California-Arizona	3.8	111	1.3	3.9	102.4
Florida	3.3	124	1.6	3.4	109.5
Texas 1/	-	-	-	-	-
Unidentified	3.4	111	1.5	3.6	106.6
Total	9.0	363 2/	1.7	3.7	105.4
Tangerines 1/	-	-	-	-	-
Lemons	36.3	598	1.9	7.2	51.5
Limes 1/	-	-	-	-	-
Total	52.9	2,491 3/	2.9	8.9	47.8

1/ Too few purchases reported for analysis.

2/ Includes small amount of purchases of Texas fruit.

3/ Total does not include small purchases of limes.

Source: National Consumer Panel of Market Research Corporation of America.

Table 8.--Dried fruit: U. S. total consumer purchases and average prices, July 1952 (4-week period)

Commodity	Percentage of all:		Purchases		Average per		Size of		Average price per pound
	families buying	all families	Total	families	buying family	Number	average purchase	Ounces	
	Percent	Tons							Cents
Apricots	1.2	261			1.3		12.6		63.6
Dates									
Domestic	.8	238			1.3		17.9		27.9
Imported	1.6	271			1.2		10.6		46.7
Unidentified	.1	38			1.0		23.7		27.3
Total	2.5	547			1.2		13.6		37.1
Mixed Dried Fruit ^{1/}	-	-			-		-		-
Peaches ^{1/}	-	-			-		-		-
Prunes	8.4	3,692			1.4		23.6		24.1

^{1/} Too few purchases reported for analysis.

Source: National Consumer Panel of Market Research Corporation of America.